

Exhibit 17 – Communications Initiatives – Broker Sustainability Awareness Program (BSAP) “cheat sheet”: A small, printed “cheat sheet” was also handed out after the presentation for use by brokers. It provided the basic building leasing information on one side (space availability, building amenities such as fitness centers, conference centers, roof decks), area amenities (restaurants and shops) and transportation, and on the reverse side, information highlighting the building’s specific energy and sustainability features. During the entertaining, prize-incented BSAP quiz that followed the presentation, the brokers were able to use the brochure (Exhibit 16) and the cheat sheet for reference. They were encouraged, too, to keep the breast-pocket/-handbag-sized cheat sheet and refer to it during building tours with prospective tenants. Please see Supplement to Section 3 for more cheat sheets.

## Presidential Tower

Arlington, VA



On track to receive  
LEED® Gold



### Building Information

- Distinctive presence on Jefferson Davis Highway (Rt. 1)
- Convenient location, easy access to Reagan National Airport
- Complete renovation of lobbies, common areas, elevator cabs, restrooms

### Availability

• Full building	345,000 RSF*
• 3 <sup>rd</sup> -12 <sup>th</sup> floors	30,000 RSF*
• 2 <sup>nd</sup> floor	21,000 RSF*
• 1 <sup>st</sup> floor	18,250 RSF*

### Building Amenities

- Brand new fitness center
- Onsite security guard, concierge

### Area Conveniences

- More than 40 restaurants, abundant retail shops within walking distance
- 11 hotels in immediate area
- 5 minutes from Pentagon, Washington, D.C.
- Close to Route 66, I-395, Route 50

### Transportation

- Transitway shuttle near main entrance loops Crystal City, stops at Crystal City Metro
- 3 blocks from Crystal City Metro (blue/yellow line)

\*Approximately







## Presidential Tower

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### Building Performance

#### SAVINGS



Control overhead costs and increase comfort through sustainability.

A fully renovated open lobby is warm, welcoming, and energy efficient.

A new HVAC control system will ensure thermal comfort while using significantly less energy.

A new garage lighting system increases visibility while reducing energy use.

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#### EMPLOYEE WELLBEING & PRODUCTIVITY



Special high-efficiency air filters remove 99.9% of dust, soot, pollen, and other particles from the inside air.

A new onsite fitness center will boost productivity, retention, morale, and reduce illness.

“Green” cleaning products, bathroom soaps, and cleaning methods bring peace of mind and help protect health.

Greater thermal comfort helps employees focus and be more productive.

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#### ENVIRONMENT



Our complete, best-in-class building renovation will put us on track to receive LEED® Gold certification.

Lights will contain little or no mercury, a compound that can contaminate food and water.

Fully-renovated bathrooms have ultra-high-efficiency fixtures that use 75% less water. That helps keep the Potomac cleaner.

We help keep night skies darker by keeping interior and exterior lights off whenever possible, and by ensuring exterior lights project downward.


SAVINGS | EMPLOYEE WELLBEING & PRODUCTIVITY | ENVIRONMENT

Exhibit 18 – Communications Initiatives – Broker Sustainability Awareness Program (BSAP) Presentation at BOMA Conference: Thanks to our presentation to other building owners and managers on the topic of BSAP at the 2013 BOMA Every Building Conference & Expo, the influence of our work on broker sustainability awareness will extend far beyond our direct audiences.

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Real Estate Services

**Beacon  
Capital  
Partners**

## Up for the Challenge? Educating Brokers on Marketing your Sustainability Successes



San Diego, California  
June 23, 2013

### Sustainable Building



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### Office



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## Market Snapshot

- Building owners have invested billions of dollars to “green” their buildings
- Once the work is complete how do you maximize your investment and share it with the rest of the market?
- Brokers are the key to conveying sustainability initiatives to the market

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## Market Snapshot

- An increasing amount of tenants are inquiring about sustainability and energy efficiency
- Brokers need to understand how to properly address the features of sustainable buildings
- Brokers are the ones showing the space, marketing it to prospective tenants, and touting the amenities and successes of the asset
- Many brokers are not up to speed with the energy and sustainability lingo, and what the building's sustainability measures will mean for the tenants

## Panel

- **Consultant**
  - Evan Tyroler – Vice President, Principal – Cassidy Turley Sustainability Services
- **ENERGY STAR**
  - Jenny Stephenson – Program Manager – U.S. EPA ENERGY STAR
- **Broker**
  - Matthew Venos – Associate Vice President – Cassidy Turley
- **Owner**
  - Jerome Montrone – Vice President – Beacon Capital Partners

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## ENERGY STAR Represents...

- Reduced operating expenses as compared to non-ENERGY STAR certified buildings
- Better control of operating expense escalations
- Proxy for better functioning equipment
- Proxy for overall management



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## Trend: More Properties Tracking Energy



More than  
**300,000**  
properties  
benchmarked in  
EPA's Portfolio  
Manager

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## Energy Efficiency is Valuable

### Trend: Expansion of Disclosure Mandates

Where?	What is disclosed?	Who gets it?
Austin	ENERGY STAR score of nonresidential buildings > 10k sq. ft.	Prospective buyers and Austin Energy (utility)
Boston	Whole-building energy and water use data for commercial buildings > 35k sq. ft. or 35 units	Public (start date to be determined)
California	Portfolio Manager data and score for nonresidential buildings	Prospective parties of whole-building transaction (July 2013)
District of Columbia	Building energy data and ENERGY STAR scores	Public
Minneapolis	Public and private commercial building energy and water usage	Public (starting in 2015)
New York City	Public and private building energy and water performance metrics	Public (available now)
Philadelphia	Energy and water performance metrics for nonresidential buildings	Public (start date to be determined)
San Francisco	Energy benchmarking summaries for nonresidential buildings	Public (available now for buildings > 50k sq. ft.)
Seattle	The most current energy benchmarking report	Available by request of tenants, prospective tenants or buyers and potential lenders

ENERGY STAR  
of value-

th an increase in

3/sq ft (at 8%

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## ENERGY STAR Resources

- Training
- Talking points
- Registry of ENERGY STAR Certified Buildings

[www.energystar.gov/buildings](http://www.energystar.gov/buildings)

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## Value

- Non-Economic
- Economic
- Communication

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## Are Tenants Asking for This?

### General Request

- "Please describe any and all sustainability programs/processes the Building currently employs or participates in"

### Specific Request

- "Please describe if your Building will meet any "Green", "Sustainable" or environmentally sensitive criteria, and if so, provide detailed description of such."
- "Please identify any certifications or applications for the LEED Program, Energy Star, etc. that the Building has or hopes to achieve."
- "Please advise whether Landlord will require Tenant "X" to pursue LEED certification or action to comply with LEED or other sustainable Building initiatives related to the Building."
- "Tenant "X" will require that Landlord support any LEED-CI certification to pursue and for Landlord to be cooperative and forthcoming with information reasonably requested by Tenant "X" and related or required of Tenant "X"."

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## Is There a Competitive Advantage?

### Escalatable Expenses

	2009	2010	2011	2012
CATEGORY				
Cleaning	\$ 1.74	\$ 1.66	\$ 1.89	\$ 1.77
Utilities	\$ 3.20	\$ 2.77	\$ 2.70	\$ 2.26
Repairs & Maintenance	\$ 2.07	\$ 2.59	\$ 2.28	\$ 3.38
Roads & Grounds	\$ 0.10	\$ 0.12	\$ 0.18	\$ 0.21
Security	\$ 1.57	\$ 1.50	\$ 1.54	\$ 1.65
Management Fee	\$ 2.01	\$ 1.82	\$ 1.74	\$ 2.07
Administrative	\$ 1.35	\$ 1.23	\$ 1.30	\$ 0.62
Insurance	\$ 0.25	\$ 0.22	\$ 0.24	\$ 0.25
Total Escalatable Expenses	\$ 12.29	\$ 11.91	\$ 11.88	\$ 12.20

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## How Do Landlord's Communicate?

The Building is certified LEED-EB Silver and has implemented "Green" building upgrades that have increased energy efficiency and improved tenant comfort. The Building promotes a whole-building approach to sustainability, including low-energy T-8 bulbs in light fixtures, a high performance "green cleaning" program and a comprehensive recycling program. Eco-friendly tenants can also find the local Metro stop on the premises.

### How Do Landlord's Communicate?

#### Marketing Campaigns



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### How Do Landlord's Communicate?



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### How Do Landlord's Communicate?

#### Marketing Campaigns



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Front

Back

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## Beacon Capital - Adding Value



90% of the portfolio earned ENERGY STAR  
Portfolio averaged a ES score of 84



2012 and 2013  
Partner of the Year  
for  
Energy Management



92% of Portfolio  
LEED Certified  
or Pending

- Completed 57 LEED Projects to Date
- 9 currently underway (first Recertification underway)
- 3 Platinum
- Tallest building in France

### ENERGY STAR LEADERS

U.S. Environmental Protection Agency - U.S. Department of Energy

#### 2012 AWARDS

- Top Overall Energy Performance
- 20% Improvement in Energy Efficiency

#### 2013 AWARDS

- Top Overall Energy Performance

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Note: U.S. Portfolio. Portfolio percentages based on square footage.

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## 2012 - Success with Tenants

### Captivate



### Lobby



### ENERGY STAR National Building Competition



### Tenant Meetings

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## 2013 - Direct Communication with Brokers

### • Build the Case for Demand

- Growing Trend
- Comparing the Competition

### • Broker Events

### • Simplify the Message - Education

- ENERGY STAR Certified? LEED Certified? What does it all mean?
  - The place that you live... every day
  - The Environment and your home
  - Savings
- Transparency
- BEACON Scorecard

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